

Amendments to and Listing of the Claims:

Please cancel claims 28, 55-56, 60-62, 69, and 99-109, amend claims 1, 22-27, 29, 32-36, 57-59, and 63-65, and add claims 110-121 as follows:

1. (currently amended) A method for displaying an alternative advertisement to a subscriber during a trick-play event, the method comprising:

detecting the trick-play event during playback of a recorded advertisement; and

displaying the alternative advertisement to the subscriber[.];

detecting an end of the trick play event prior to the end of the recorded advertisement;

continuing, until the end of the recorded advertisement, trick playing the recorded advertisement and displaying the alternative advertisement; and

returning to displaying a recorded programming at the end of the recorded advertisement.
2. (original) The method of claim 1, wherein said displaying includes displaying the alternative advertisement instead of the recorded advertisement.
3. (original) The method of claim 1, wherein said displaying includes superimposing the alternative advertisement over the recorded advertisement.
4. (original) The method of claim 3, wherein the superimposed alternative advertisement covers a portion of the recorded advertisement.
5. (original) The method of claim 4, wherein size of the superimposed alternative advertisement is adjustable.

6. (original) The method of claim 4, wherein location of the superimposed alternative advertisement is adjustable.
7. (original) The method of claim 3, wherein at least some subset of video features associated with the superimposed alternative advertisement are adjustable.
8. (original) The method of claim 7, wherein the video features include at least some subset of opacity, contrast, brightness, hue, tint and saturation.
9. (original) The method of claim 3, wherein at least some subset of video features associated with the recorded advertisement are adjustable.
10. (original) The method of claim 3, wherein at least some subset of video features associated with the superimposed alternative advertisement are different from a corresponding subset of the video features associated with the recorded advertisement.
11. (original) The method of claim 10, wherein the superimposed alternative advertisement is more distinct than the recorded advertisement.
12. (original) The method of claim 10, wherein the recorded advertisement is more distinct than the superimposed alternative advertisement.
13. (original) The method of claim 1, wherein said displaying includes displaying the superimposed alternative advertisement on one portion of viewing area and displaying the recorded advertisement on another portion of the viewing area.

14. (original) The method of claim 1, further comprising superimposing the recorded advertisement over the alternative advertisement.

15. (original) The method of claim 14, wherein location of the superimposed recorded advertisement is adjustable.

16. (original) The method of claim 14, wherein size of the superimposed recorded advertisement is adjustable.

17. (original) The method of claim 14, wherein at least some subset of video features associated with either the alternative advertisement or the superimposed recorded advertisement are adjustable.

18. (original) The method of claim 14, wherein the superimposed recorded advertisement is displayed as a full image of the recorded advertisement.

19. (original) The method of claim 14, wherein the superimposed recorded advertisement is displayed as a cropped image of the recorded advertisement.

20. (original) The method of claim 1, wherein said detecting includes detecting an initiation of the trick play event during playback of the recorded advertisement.

21. (original) The method of claim 1, wherein said detecting includes detecting a start of a recorded advertisement during the trick play event.

22. (currently amended) The method of claim 1, further comprising:

detecting an end of the recorded advertisement; and
stopping the display of the alternative advertisement.

23. (currently amended) The method of claim 22, further comprising displaying the recorded programming in trick play mode.

24. (currently amended) The method of claim 22, further comprising:
determining that another recorded advertisement is in trick play mode;
determining that there is an associated alternative advertisement therefore; and
displaying the associated alternative advertisement.

25. (currently amended) The method of claim 1, further comprising:
detecting a start of a second recorded advertisement during the trick play event;
and
displaying a second alternative advertisement associated with the second recorded advertisement.

26. (currently amended) The method of claim 1, further comprising:
detecting an end of the trick play event;
stopping the display of the alternative advertisement.

27. (currently amended) The method of claim 26, further comprising displaying the recorded programming.

28. (cancelled)

29. (currently amended) The method of claim 1, further comprising determining a point in the recorded advertisement that the trick play event occurs.

30. (original) The method of claim 29, wherein said displaying includes displaying the alternative advertisement if a determination is made that the trick play event occurs within a predefined period from a start of the recorded advertisement.

31. (original) The method of claim 30, wherein the predefined period is a period of time.

32. (currently amended) The method of claim 30, wherein the predefined period is a percentage of total time of the recorded advertisement.

33. (currently amended) ~~The method of claim 29,~~ A method for displaying an alternative advertisement to a subscriber during a trick-play event, the method comprising:

detecting the trick-play event during playback of a recorded advertisement;

determining a point in the recorded advertisement that the trick play event occurs;

and

displaying the alternative advertisement to the subscriber, wherein said displaying includes displaying the alternative advertisement if a determination is made that the alternative advertisement can be displayed within time it will take to trick play through remaining portion of the recorded advertisement.

34. (currently amended) ~~The method of claim 29,~~ A method for displaying an alternative advertisement to a subscriber during a trick-play event, the method comprising:

detecting the trick-play event during playback of a recorded advertisement;

determining a point in the recorded advertisement that the trick play event occurs;

and

displaying the alternative advertisement to the subscriber, wherein said displaying includes displaying the alternative advertisement if a determination is made that the alternative advertisement can be displayed within a predetermined period after completion of the trick play event for remaining portion of the recorded advertisement.

35. (currently amended) ~~The method of claim 29, further comprising~~ A method for displaying an alternative advertisement to a subscriber during a trick-play event, the method comprising:

detecting the trick-play event during playback of a recorded advertisement;

determining a point in the recorded advertisement that the trick play event occurs;

modifying the alternative advertisement based on said determining[[]]; and

displaying the alternative advertisement to the subscriber.

36. (currently amended) ~~The method of claim 29, further comprising~~ A method for displaying an alternative advertisement to a subscriber during a trick-play event, the method comprising:

detecting the trick-play event during playback of a recorded advertisement;

determining a point in the recorded advertisement that the trick play event occurs;

displaying the alternative advertisement to the subscriber; and

pausing the trick play event until said displaying alternative advertisement is complete if additional time is required to display entire alternative advertisement based on the point in advertisement that the trick play event occurs.

37. (original) The method of claim 1, wherein the alternative advertisement is related to the recorded advertisement.

38. (original) The method of claim 1, wherein the alternative advertisement is approximately an amount of time equal to time associated with fast forwarding through the recorded advertisement.

39. (original) The method of claim 37, wherein the alternative advertisement is a separately produced advertisement.

40. (original) The method of claim 37, wherein the alternative advertisement is derived from the recorded advertisement.

41. (original) The method of claim 40, wherein the alternative advertisement is derived by applying processing rules to the recorded advertisement.

42. (original) The method of claim 41, wherein the processing rules are specific to the recorded advertisement.

43. (original) The method of claim 41, wherein the processing rules are specific to the subscriber.

44. (original) The method of claim 41, wherein the processing rules are generic.

45. (original) The method of claim 41, wherein the alternative advertisement is a still image from the recorded advertisement.

46. (original) The method of claim 41, wherein the alternative advertisement is a series of still images from the recorded advertisement.

47. (original) The method of claim 41, wherein the alternative advertisement is a video segment from the recorded advertisement.

48. (original) The method of claim 41, wherein the alternative advertisement is a series of video segments from the recorded advertisement.

49. (original) The method of claim 41, wherein the alternative advertisement is a combination of still images and video segments from the recorded advertisement.

50. (original) The method of claim 41, wherein the alternative advertisement is a portion of the recorded advertisement with computer generated graphics added thereto.

51. (original) The method of claim 1, wherein the alternative advertisement is related to more than one recorded advertisement.

52. (original) The method of claim 51, wherein the alternative advertisement is displayed during a trick play event for the more than one recorded advertisement.

53. (original) The method of claim 1, wherein the alternative advertisement is not related to the recorded advertisement.

54. (original) The method of claim 1, wherein trick play events include fast forwarding, skipping, rewinding, and pausing.

55. (cancelled)

56. (cancelled)

57. (currently amended) The system of claim ~~55~~63, wherein said means for displaying superimposes the alternative advertisement over the fast ~~forwarding~~ forwarded recorded advertisement.

58. (currently amended) The system of claim ~~55~~63, wherein said means for displaying superimposes the fast ~~forwarding~~ forwarded recorded advertisement over the alternative advertisement.

59. (currently amended) The system of claim ~~55~~63, wherein said means for detecting detects a start of a recorded advertisement during the fast forward event.

60-62. (cancelled)

63. (currently amended) ~~The system of claim 62, further comprising~~ A system for displaying an alternative advertisement to a subscriber when the subscriber fast forwards through a recorded advertisement, the system comprising:

means for detecting a fast forward event during playback of the recorded advertisement wherein said means for detecting detects an end of the fast forward event and an initiation of the fast forward event during playback of the recorded advertisement;

means for displaying the alternative advertisement to the subscriber, wherein the means for displaying stops displaying the alternative advertisement at the end of the fast forward event; and

means for automatically controlling the fast forward event, wherein if said means for detecting detects the end of the fast forward event prior to end of the recorded advertisement,

said means for automatically controlling will continue to fast forward the recorded advertisement until the end of the recorded advertisement, and

said means for displaying will continue to display the alternative advertisement until the end of the recorded advertisement.

64. (currently amended) ~~The system of claim 55, further comprising~~ A system for displaying an alternative advertisement to a subscriber when the subscriber fast forwards through a recorded advertisement, the system comprising:

means for detecting a fast forward event during playback of the recorded advertisement;

means for displaying the alternative advertisement to the subscriber; and

means for automatically pausing the fast forward event, wherein said means for detecting also detects an end of the fast forwarding forwarded recorded advertisement; and wherein

if said means for displaying has not completely displayed the alternative advertisement prior to a detection of the end of the fast forwarding recorded advertisement by said means for detecting,

said means for automatically pausing will pause the fast forward event until the display of the alternative advertisement is complete.

65. (currently amended) ~~The system of claim 55, further comprising~~ A system for displaying an alternative advertisement to a subscriber when the subscriber fast forwards through a recorded advertisement, the system comprising:

means for detecting a fast forward event during playback of the recorded advertisement; and

means for displaying the alternative advertisement to the subscriber;

means for ignoring the fast forward event, wherein said means for detecting also detects point in the recorded advertisement that the fast forward event is initiated, and wherein

said means for ignoring will ignore the fast forward event for the recorded advertisement based on the point of initiation; and

said means for displaying will not display the alternative advertisement if the fast forward event is ignored.

66. (original) The system of claim 65, wherein said means for ignoring ignores the fast forward event if the point of initiation occurs outside of a predefined period from a start of the recorded advertisement.

67. (original) The system of claim 66, wherein the predefined period is a period of time.

68. (original) The system of claim 66, wherein the predefined period is a percentage of total time of recorded advertisement.

69. (cancelled)

70. (withdrawn) A method for generating an alternative advertisement for display to a subscriber when the subscriber trick plays a recorded advertisement, the method comprising:

- receiving an advertisement;
- recording the advertisement;
- receiving processing rules; and
- generating the alternative advertisement by applying the processing rules to the recorded advertisement.

71. (withdrawn) The method of claim 70, wherein said receiving an advertisement includes receiving the advertisement from a television delivery network.

72. (withdrawn) The method of claim 71, wherein said receiving an advertisement includes receiving the advertisement within an avail in programming.

73. (withdrawn) The method of claim 71, wherein said receiving an advertisement includes receiving the advertisement via an advertisement channel.

74. (withdrawn) The method of claim 70, wherein said receiving an advertisement includes receiving the advertisement via an Internet connection.

75. (withdrawn) The method of claim 70, wherein said receiving an advertisement includes receiving the advertisement from local memory.

76. (withdrawn) The method of claim 75, wherein the advertisement was preloaded in the local memory.

77. (withdrawn) The method of claim 75, wherein the advertisement was stored in the local memory after being received by at least some subset of: within an avail, via an ad channel, and via an Internet connection.

78. (withdrawn) The method of claim 70, wherein said receiving an advertisement includes receiving a targeted advertisement.

79. (withdrawn) The method of claim 70, wherein said recording includes recording the advertisement after detecting an initiation of a record event.

80. (withdrawn) The method of claim 70, wherein said recording includes recording the advertisement after detecting a pause in viewing of the advertisement.

81. (withdrawn) The method of claim 70, wherein the processing rules are related to the advertisement.

82. (withdrawn) The method of claim 81, wherein said receiving processing rules includes receiving the processing rules as part of the advertisement.

83. (withdrawn) The method of claim 81, wherein said receiving processing rules includes receiving the processing rules as a separate file with the advertisement.

84. (withdrawn) The method of claim 81, wherein said receiving processing rules includes receiving the processing rules separate from the advertisement.

85. (withdrawn) The method of claim 70, wherein said receiving processing rules includes receiving the processing rules via an Internet connection.
86. (withdrawn) The method of claim 70, wherein said receiving processing rules includes receiving the processing rules from local memory.
87. (withdrawn) The method of claim 86, wherein the processing rules were preloaded in the local memory.
88. (withdrawn) The method of claim 70, wherein the processing rules are related to the subscriber.
89. (withdrawn) The method of claim 70, wherein the generated alternative advertisement is a still image selected from the recorded advertisement.
90. (withdrawn) The method of claim 89, wherein the still image is a video frame.
91. (withdrawn) The method of claim 90, wherein the video frame is a full image video frame.
92. (withdrawn) The method of claim 91, wherein the full image video frame is an MPEG I frame.
93. (withdrawn) The method of claim 70, wherein the generated alternative advertisement is a collection of full image video frames selected from the recorded advertisement.

94. (withdrawn) The method of claim 70, wherein the generated alternative advertisement is a single segment of video selected from the recorded advertisement.

95. (withdrawn) The method of claim 70, wherein the generated alternative advertisement is a collection of video segments selected from the recorded advertisement.

96. (withdrawn) The method of claim 70, wherein the generated alternative advertisement is a combination of still images and video segments from the recorded advertisement.

97. (withdrawn) The method of claim 70, wherein the generated alternative advertisement is targeted to the subscriber.

98. (withdrawn) The method of claim 70, wherein the processing rules are also associated with audio for the recorded advertisement.

99 -109. (cancelled)

110. (new) The method of claim 34, wherein the alternative advertisement is a separately produced advertisement.

111. (new) The method of claim 34, wherein the alternative advertisement is derived from the recorded advertisement.

112. (new) The method of claim 34, wherein the alternative advertisement is derived by applying processing rules to the recorded advertisement.

113. (new) The method of claim 34, wherein the processing rules are specific to the recorded advertisement.

114. (new) The method of claim 35, wherein the alternative advertisement is a separately produced advertisement.

115. (new) The method of claim 35, wherein the alternative advertisement is derived from the recorded advertisement.

116. (new) The method of claim 35, wherein the alternative advertisement is derived by applying processing rules to the recorded advertisement.

117. (new) The method of claim 35, wherein the processing rules are specific to the recorded advertisement.

118. (new) The method of claim 36, wherein the alternative advertisement is a separately produced advertisement.

119. (new) The method of claim 36, wherein the alternative advertisement is derived from the recorded advertisement.

120. (new) The method of claim 36, wherein the alternative advertisement is derived by applying processing rules to the recorded advertisement.

121. (new) The method of claim 36, wherein the processing rules are specific to the recorded advertisement.